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Javidan et al.(10) **Pub. No.: US 2016/0059146 A1**(43) **Pub. Date: Mar. 3, 2016**(54) **MEDIA ENHANCED POP-UP BOOK****Publication Classification**(71) Applicant: **Google, Inc.**, Mountain View, CA (US)(51) **Int. Cl.**
A63H 33/38 (2006.01)(72) Inventors: **Ali Javan Javidan**, Sunnyvale, CA (US); **Frank Vincent Savino**, San Carlos, CA (US); **Norbert B. Tydingco**, Newark, CA (US); **Mark Anthony Zarich**, Oakland, CA (US); **Aaron Arthur Weiss**, Mountain View, CA (US)(52) **U.S. Cl.**
CPC **A63H 33/38** (2013.01)(57) **ABSTRACT**

This document describes a media enhanced pop-up book and techniques and devices for presenting media content to visually enhance a pop-up book. A media enhanced pop-up book includes physical pages and pop-pages attached to the physical pages. The media enhanced pop-up book further includes a pop-up system configured to cause the pop-up pages to pop-up in front of a display of a computing device as the physical pages are turned. A story controller, implemented at the computing device, detects a pop-up page of the media-enhanced pop-up book when the pop-up page pops-up in front of the display, and presents media content associated with the detected pop-up page on the display. The media content is viewable through the pop-up page and thus visually enhances the pop-up page.

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